

Ringling College of Art and Design, Sarasota, FL **B.F.A. in Creative Writing 2022**; Minor Fine Arts, Business, Film Studies.

CONTENT CREATION EXPERIENCE

Social Media Manager, Ringling Street Team, Sarasota, FL, May 2021-Present

- Brainstormed ideas for social media campaigns tailored at promoting programs of Ringling College.
- Collaborated with the Entertainment Design major to create material showing their Rocky Horror Show project.
- Monitored trends and analyzed competition among Florida-based schools and their approach to social media.
- Managed the social media platforms of the college's esports team, the Ringling Rollers, and copywrote announcements of upcoming matches as well as publishing highlights from the gameplay of the team.
- Traveled to locations in order to create content showcasing the trips the college did.

Copywriter, Ringling Continuing Studies, Sarasota, FL, February 2021-Present

- Created content for course catalogs targeted towards post-graduates and teenagers.
- Constructed wording for contracts for faculty teaching summer courses utilizing Microsoft Excel and Word.
- Moderated online discussions where incoming pre-college students asked questions of former students.

Esports Journalism Intern, Minute Media, Remote, February 2021-May 2021

- Attended workshops to learn about social media traffic and SEO.
- Published various articles for their esports outlet, DBLTAP.
- Wrote a long-form article after researching for months about the collegiate esports scene found in art schools.

Content Writer, Ringling College of Art and Design, Sarasota, FL, Aug. 2019-Feb. 2020

For *SHiFT: A Journal of Literary Oddities*:

- Managed and wrote the social media content of the journal for this specialized class.
- Created promotional material in three different languages.
- Analyzed and voted on submissions and gave feedback during meetings resulting in enhanced copy for the magazine.

Content Writer and Designer, Ringling College of Art and Design, Sarasota, FL, September 2020-December 2020

For *The Rule Of Thirds Literary Magazine*:

- Managed all media platforms for the magazine bilingually.
- Facilitated communication between project sponsor, team members, and project manager.
- Composed weekly updates to the project sponsor throughout the process of creating the magazine.
- Wrote articles for the literary magazine and edited articles submitted by team members.
- Utilized Asana and Kanban boards to complete tasks.

Student Intern, Agencia Guido Ulloa, Cartagena de Indias, Colombia, May 2018.

- Created posts and content for various restaurants and hotel chains.
- Organized a schedule for each client using Microsoft Excel.
- Used trends to increase user outreach.

COMMUNITY MANAGEMENT EXPERIENCE

Discord Moderator, Diverse Voices Convention, Remote, January 19-22, 2022

- Volunteered to moderate the Discord server of the DV Convention.
- Screenshotted and reported inappropriate content during shifts, as well as redirected attendees to the appropriate channels.

Moderator and Organizer, Association of Writers & Writing Programs, Remote, March 2020.

- Organized and moderated a panel discussion regarding cultural appropriation in a literary context.
- Answered questions online as the event was being streamed live and connected with dozens of listeners.

SKILLS

Computer: Proficient with Procreate, Canva, Microsoft Word, PowerPoint, and Excel; basic knowledge with Adobe Photoshop, Adobe InDesign, HTML, Web Design, and Outlook. Foundational knowledge of Asana, Waterfall, Scrum, and Kanban. Advanced use of social media platforms including Facebook, Twitter, Instagram, Pinterest, Snapchat, TikTok, Discord, and others. Knowledge in Google Analytics, Facebook Analytics, and Instagram Analytics. SEO optimization.

Language/personal: Bilingual press releases. Fluent in English and Spanish; Conversational Italian and French.